

WHAT IS CLAIMED IS:

**[0082]** 1. A method of communicating inferred information to a wireless communication device user, comprising:

- determining a location of the wireless device;
- inferring a likely interest of the user from the location of the wireless device; and
- transmitting data related to the interest to the wireless device.

**[0083]** 2. The method of claim 1, further comprising:

- ascertaining time at the location; and
- wherein said inferring includes inferring the likely interest of the user from the time at the location.

**[0084]** 3. The method of claim 1, wherein inferring includes utilizing a profile of preferences of the user to infer the likely interest of the user.

**[0085]** 4. The method of claim 3, wherein the profile of preferences of the user is obtained by ascertaining trends in selections made by the user.

**[0086]** 5. A method of communicating inferred information to a wireless device user, comprising:

- determining time at the wireless device;
- inferring a likely interest of the user from the time at the wireless device; and
- transmitting data related to the interest to the wireless device.

**[0087]** 6. The method of claim 1, wherein inferring includes inferring information of interest to the wireless communication device based on information received from an other wireless communication device.

**[0088]** 7. A method of transmitting location-based information to a user of a first signal transmitting means, comprising:

- providing the user with a first signal transmitting means capable of transmitting a first signal and a second signal receiving means for receiving a second signal;

- providing a first signal receiving means for receiving said first signal at a location remote from said user;

- providing a location-determining means for determining from said first signal an approximate location of the user;

- providing a computer system having access to location-based information, said system being connected to said first signal receiving means and said system being connected to a second signal transmitting means;

  - transmitting said first signal;

  - receiving said first signal;

  - determining from said first signal an approximate location of said user;

  - reviewing said location-based information in consideration of said approximate location and using said optionally determined need to generate a recommendation to be transmitted to said user; and

  - transmitting said recommendation via said second signal transmitting means.

**[0089]** 8. The method of claim 7, further comprising determining from said first signal a need of said user for a product or service.

**[0090]** 9. The method of claim 7, further comprising determining an approximate time said first signal was sent.

**[0091]** 10. The method of claim 9, wherein said recommendation is based on the approximate time the first signal was sent.